

## NOAA FISHERIES

### Communications Team Strategy 2016-2021



**OUR VISION:** Society understands why ocean science matters to a changing world.

**OUR MISSION:** We translate NWFSC science to inform decisions for healthy communities.

#### OUR GOALS:

Ensure NWFSC science is accessible and easily understood and that resource managers and other decision makers have the scientific information they need to conserve and manage living marine resources and their habitats

Create a well-informed public that understands and acts as a steward of coastal and marine ecosystems

Build a dynamic, diverse, and interdisciplinary workforce with competencies to advance earth system research, both now and in the future.

**Objective 1:**  
Outfit Center staff with communications skills and resources

#### Strategies:

- Trainings
- Tips and Tricks
- Editorial support
- Equipment and resource libraries
- Connection to opportunities to share research

**Objective 2:**  
Deliver customized information to targeted audiences

#### Strategies:

- Develop messages and products
- Rollout and releases
- Social Media
- Websites
- Weekly report
- Graphics, video, other media
- Tours and events
- Maintain connection to audiences (reporters, congressional, etc)

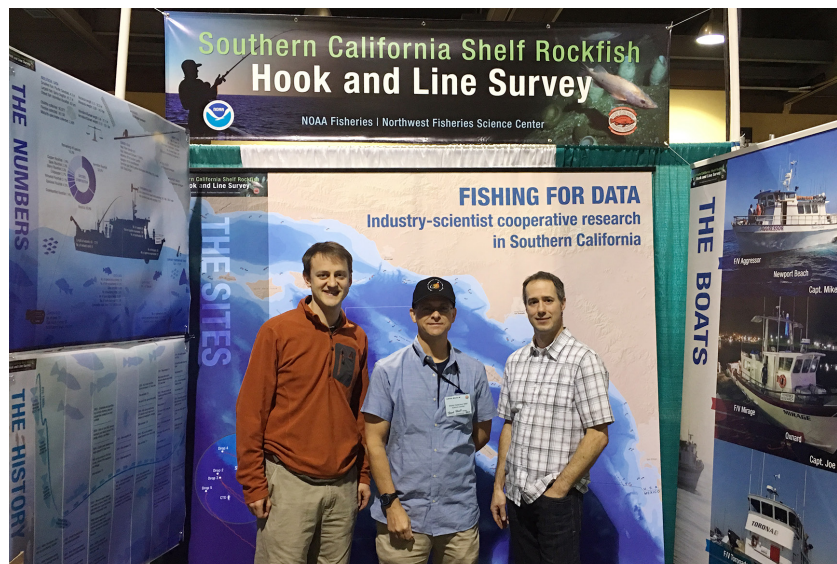
**Objective 3:**  
Promote marine education and stewardship

#### Strategies:

- Internships
- Outreach events
- Lesson plans
- Science Camp
- Teacher Trainings
- Teacher in the Lab
- BWET

#### Audiences and recipients of NWFSC information:

- Resource managers
- Educators and students
- Media and reporters
- Congressional members and staff
- Public
- NWFSC staff



## Upcoming Activities

### Summer 2017

- NOAA Open House
- Species in the Spotlight Infographic
- NOAA Science Camp
- Economics & Human Dimensions Program Review
- Homeport Launch
- Summer Internships

### Fall 2017

- Pacific Marine Expo
- Puget Sound Marine Waters report
- Joint photo contest with WCR and SWFSC
- Salmon Homecoming
- Discover Science Weekend

### Winter 2018

- NWFSC Science Symposium
- Launch of new NOAA Fisheries website
- Year in Review Report
- National Ocean Science Bowl Competitions
- Career Fairs?
- Mukilteo Open House?
- Brownbags on Scientific Publications & Photography Tips

### Other

- NWFSC Facilities Modernization and SR520
- Internship Coordination
- The Weekly Internal Newsletter
- Cruise Blogs
- Monster Seminar Jam Series
- Tech Memos and Processed Reports
- Watershed Open House 2019
- NOAA Education Grants - BWET and ELG
- NWFSC Factsheets - New and Updated

### Learn more:

Sharing our work with other scientists, policymakers, and the public is important to us. To learn more about what we do, please visit our:

Website: [www.nwfsc.noaa.gov](http://www.nwfsc.noaa.gov)

Twitter: [@NOAAFish\\_NWFSC](https://twitter.com/NOAAFish_NWFSC)

Facebook: [NOAA Fisheries West Coast - Science & Management](https://www.facebook.com/NOAAFisheriesWestCoast)

